

Integrated Marketing and Sales Process

From Strategy to Sales



Strategy Development

Research & Analysis

Marketing Channels

Target Market & Buyer Review

Marketing Campaigns

Marketing Roadmap

STRATEGY



LAUNCH

Branding & Infographics

Landing Pages & Website

SEO

Case Study Production

Videos / Podcasts

Blogs / Newsletters

Thought Leadership

Content Creation



Marketing

Marketing Qualified Leads (MQL) – trials, demos or downloads

Paid Search Adverts

Social Media Adverts

Tailored Marketing (ABM)

Referrals

Retargeting

Email Campaigns

PROSPECTING

Sales

NURTURE

Make Contact

Qualify

Nurture

Pitch the Product

Overcome Objections

Convert the Sale

Sales Cycle



OUTCOMES

DEVELOP
CAMPAIGNS

PROSPECTING